



Michigan Office of Highway Safety Planning
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FOR IMMEDIATE RELEASE

NEW MOBILE BILLBOARDS TAKE DRUNK DRIVING MESSAGE ON THE ROAD ***Enhanced You Drink & Drive. You Lose. enforcement campaign begins Friday***

A pilot strategy is hitting the streets this week across Michigan to boost awareness of an upcoming statewide drunk driving crackdown. Mobile billboards are being deployed in six areas during daytime hours where traffic is heaviest.

The billboards are meant to address the challenge of visibility. Drunk driving enforcement typically takes place during late-night hours, when fewer people are out. To further compound visibility issues, officers who identify drunk drivers are then off the road for a few hours while they are at the jail for arrest and booking procedures.

The Michigan Office of Highway Safety Planning (OHSP) is experimenting with mobile billboards during daytime hours to help ensure far more motorists are aware of the special enforcement effort. The boards, which display the number of local drunk driving arrests in 2005, started their routes throughout Oakland County on Aug. 14 and in Genesee, Grand Traverse, Kent, Jackson and Marquette counties yesterday. The billboards will roam the streets throughout the week in advance of the crackdown that starts Aug. 18.

Extra officers will be out in full force to look for and arrest drunk drivers during the *You Drink & Drive. You Lose.* campaign, which runs through Sept. 4. OHSP is coordinating the enforcement effort by providing federal traffic safety funds to more than 230 agencies to boost patrols in selected areas and by funding paid advertising to ensure widespread awareness of the crackdown. Officers from more than 500 agencies across the state have agreed to participate in the campaign.

"While alcohol-related fatalities and injuries have been declining statewide over the past few years, drunk driving has not gone away in Michigan," said Michael L. Prince, OHSP division director. "By stepping up advertising and enforcement efforts, we hope to reach even more people and change their behavior."

In another move to heighten the effectiveness of drunk driving patrols, OHSP has allocated an additional \$635,000 in grant funds to agencies in the five counties that comprise 40 percent of the state's alcohol-related fatalities: Genesee, Kent, Macomb, Oakland and Wayne. Law enforcement agencies will use the funds to patrol for drunk drivers during "happy hour" or early evening, conduct additional nighttime patrols, purchase equipment and/or organize warrant sweeps. When conducting warrant sweeps, officers will seek out those who have failed to appear in court on previous alcohol-related charges.

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N E W S R E L E A S E
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In spite of the progress that has been made to reduce drunk driving, 35 percent of all traffic fatalities in Michigan still involve alcohol and/or drugs. In 2005, 408 people died and 7,982 were injured in alcohol and/or drug-related crashes on Michigan roadways. During the 2005 Labor Day weekend, 15 people died in traffic crashes, six of which involved alcohol.

More than 3,200 individuals were arrested for alcohol-related offenses during last year's end-of-summer drunk driving crackdown.

A three-week television, cable and radio advertising campaign highlighting stepped up drunk driving enforcement and the consequences of an arrest begins today. The advertising buy employs the use of television, cable and radio spots in the state's major media markets, which include Detroit, Flint and Grand Rapids.

The 55 counties receiving federal traffic safety funding for overtime patrols include: Allegan, Alpena, Barry, Bay, Berrien, Calhoun, Cass, Charlevoix, Cheboygan, Chippewa, Clinton, Delta, Dickinson, Eaton, Emmet, Genesee, Gogebic, Grand Traverse, Hillsdale, Ingham, Ionia, Iron, Isabella, Jackson, Kalamazoo, Kent, Lapeer, Lenawee, Livingston, Mackinac, Macomb, Manistique, Marquette, Mason, Menominee, Midland, Monroe, Montcalm, Muskegon, Oakland, Oceana, Ogemaw, Otsego, Ottawa, Roscommon, Saginaw, St. Clair, St. Joseph, Sanilac, Schoolcraft, Shiawassee, Van Buren, Washtenaw, Wayne and Wexford.

For a listing of enforcement times, dates and locations, visit www.michigan.gov/ohsp.